Deanship of Scientific Research

The Employment of Emotional Appeals in Zain Television Advertisements: An Analytical Study of Ramadan and Eid al-Fitr Advertisements from 2008 to 2023

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Abstract

Objectives: This research aims to identify the most commonly used emotional appeals in Zain Telecommunications Company's advertisements during Ramadan and Eid al-Fitr. Additionally, it seeks to explore the prevalent themes and advertising elements employed in these promotional materials.

Methods: The researchers used a survey methodology, with content analysis as the primary tool. The study focused on advertisements produced by Zain from 2008 to 2023, with a sample size of 31 television commercials.

Results: The findings revealed that Zain relies on emotional appeals in its advertising strategies. The study highlighted a variety of human-centered themes, with a particular focus on showcasing conflicts, societal struggles, and human suffering. Moreover, the advertisements tend to raise awareness of various social and cultural issues through compelling and impactful storytelling techniques.

Conclusions: This research contributes to the growing literature on emotional marketing strategies in the telecom sector, especially during culturally significant periods such as Ramadan and Eid al-Fitr. The findings offer insights into the intersection of emotional appeals, social responsibility, and commercial advertising in the Middle Eastern market.

Keywords: Advertisements; emotional appeals; Zain Company

توظيف الاستمالات العاطفية في الإعلانات التلفزيونية لشركة زين/ دراسة تحليلية لإعلانات شهر رمضان وعيد الفطر للأعوام 2008_2023

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ملخّص

الأهداف: يهدف هذا البحث إلى تحديد أكثر الأساليب العاطفية استخدامًا في إعلانات شركة زين للاتصالات خلال شهر رمضان وعيد الفطر. بالإضافة إلى ذلك، يسعى إلى التعرف على الموضوعات والعناصر الإعلانية السائدة التي تم توظيفها في هذه المواد الترويجية.

المنهجية: اعتمد الباحثون على منهجية المسح، مستخدمين تحليل المحتوى كأداة أساسية للتحقيق. ركزت الدراسة على الإعلانات التي أنتجتها شركة زين في الفترة من 2008 إلى 2023، مع عينة بلغ حجمها 31 إعلانًا تلفزيونيًا.

النتائج: أظهرت النتائج أن شركة زين للاتصالات تعتمد بشكل كبير على المناشدات العاطفية في استراتيجياتها الإعلانية. وكشفت الدراسة عن تنوع في الموضوعات الإنسانية، مع تركيز خاص على إبراز النزاعات، والصراعات المجتمعية، والمعاناة الإنسانية. علاوة على ذلك، تظهر الإعلانات ميلًا لرفع الوعي حول مختلف القضايا الاجتماعية والثقافية من خلال تقنيات سرد جذابة ومؤثرة.

الخلاصة: يساهم هذا البحث في تعزيز الأدبيات المتنامية حول استراتيجيات التسويق العاطفي في قطاع الاتصالات، لا سيما في سياق الفترات ذات الأهمية الثقافية مثل شهر رمضان وعيد الفطر. تحمل النتائج دلالات لفهم تقاطع المناشدات العاطفية، والمسؤولية الاجتماعية، والإعلانات التجارية في السوق الشرق أوسطي.

الكلمات الدالة: إعلانات، مناشدات عاطفية، شركة زين.

Introduction

Advertisements represent one of the most efficacious modes of communication in the modern era, owing to their profound impact on human behavior through the vast array of promotional content disseminated via television, radio, and social media platforms. The American Marketing Association defines advertising as an impersonal medium for presenting ideas and promoting goods and services by an identified sponsor for a fee (Al-Sairafi, 2013, p. 9). In the wake of unprecedented advancements in communication and media technologies, coupled with the proliferation of media outlets and telecommunications companies, a competitive landscape has emerged, characterized by a marathon-like race to establish credibility and attract a maximal subscriber base for profit maximization.

Annually, Zain Company presents a distinctive advertisement, leveraging an array of captivating elements and diverse promotional components. These include meticulously curated music, color schemes, lighting techniques, costume design, and choreographed dance ensembles. The company also enlists the services of celebrities, child actors, and professional production firms. Zain's strategic approach involves the selection of themes that resonate with humanitarian, religious, or ethical values, fundamentally relying on the evocation of human emotions and sentiments. This calculated method aims to influence the recipient's affective states and attitudes, ultimately serving the dual purpose of achieving financial objectives and securing a competitive advantage in the commercial arena.

This research contributes to the growing body of literature on affective marketing strategies in the telecommunications sector, particularly within the context of culturally significant periods. By examining Zain's advertising techniques, this study aims to elucidate the intricate relationship between emotional appeals, corporate social responsibility, and commercial success in the contemporary Middle Eastern market.

Methodological Framework

I. Research Problem:

A research problem is defined as an ambiguous situation lacking a specific explanation (Obeidat et al., 1998, p. 68). It may also represent a question requiring clarification and an answer, or an unfulfilled need (Qandilji, 1993, p. 49). The current study's problem lies in precisely identifying the emotional appeals employed by Zain Company in its audience-directed advertisements. The research problem can be summarized by the following inquiries:

1.   To what extent does Zain Telecommunications Company utilize emotional appeals in its advertisements?
2.   What specific emotional appeals are employed by Zain Telecommunications Company?
3.   What are the most prominent themes or issues addressed by Zain in its advertisements?
4.   Which advertising elements are most frequently utilized by Zain Telecommunications Company?
5.   What is the objective behind employing emotional appeals in Zain Telecommunications Company's advertisements?

II. Research Significance:

This study represents an attempt to elucidate for the public the themes presented by Zain Telecommunications Company and to identify the emotional appeals employed by telecommunications companies to influence audiences and attract a larger customer base, ultimately achieving financial profits and rapid market penetration.

Furthermore, this research serves as a historical documentation of the content of these advertisements, given their association with significant events highlighted by Zain in its promotional materials, which reflect contemporary issues in Arab countries and the world at large.

This investigation contributes to the growing body of literature on affective marketing strategies in the telecommunications sector, particularly within the context of culturally significant periods and global events. By examining Zain's advertising techniques, this study aims to elucidate the intricate relationship between emotional appeals, corporate social responsibility, and commercial success in the contemporary Middle Eastern and global markets.

III. Research Objectives:

1.   To address the research questions.
2.   To identify the types of emotional appeals employed by Zain Company in its advertisements.

3. To determine the most frequently utilized emotional appeals in Zain's advertising campaigns.

4. To ascertain the primary themes incorporated in Zain's advertisements.

5. To elucidate the advertising elements deployed in these promotional materials.

6. To uncover the underlying objectives of these emotional appeals.

IV. Research Methodology

This study falls within the domain of descriptive research, aiming to characterize and define the phenomenon under investigation, providing comprehensive and accurate information (Abdul Hamid, 2000, p. 157). The researchers adopted a survey methodology, which aims to establish a fundamental database of information in a specific field (Al-Mashhadani, 2017, p. 163).

The researchers employed content analysis as the primary investigative tool, defined as "the classification of written, auditory, or visual material into categories according to specific criteria, revealing the characteristics of this material in terms of form and content" (Abdel Aziz, 2015, p. 255). Content analysis is also defined as "a scientific research method that seeks to describe the apparent content and explicit message of the media material to be analyzed in terms of form and content, in response to research needs formulated in research questions, and according to objective classifications determined by the researcher" (Al-Mashhadani, 2017, p. 121).

The researchers selected the idea and theme unit, which is the largest and most significant of the content analysis units, intended to focus on statements or ideas related to a specific issue (Slatnia & Al-Jilani, 2012, p. 57). Additionally, the word unit, the smallest unit of content analysis, was employed, as a word can express a meaning or concept (Abdel Aziz, 2015, p. 270).

V. Research Scope and Limitations:

1. **Spatial Domain:** Encompassing Zain Telecommunications Company's advertisements, chosen for their prominence and widespread distribution.

2. **Temporal Domain:** Focusing on advertisements from Ramadan and Eid al-Fitr for the years 2008-2023.

3. **Thematic Domain:** Concentrating on the emotional appeals contained within Zain Company's advertisements for Ramadan and Eid al-Fitr.

This comprehensive methodological framework ensures a rigorous and systematic approach to analyzing the emotional appeals and thematic content of Zain's advertisements, contributing to the broader understanding of affective marketing strategies in the telecommunications sector within culturally significant contexts.

VI. Literature Review:

1. **Study: Importance of Creative Advertising and Marketing According to University Students' Perspective** (Terkan, 2014)

This study examines the significance of creative advertising and its role in persuading target audiences through novel and innovative marketing strategies. Advertising is considered one of the key strategies employed by companies due to its function in disseminating information and increasing product awareness. This descriptive study focused on university students as its research population and utilized a questionnaire as the primary data collection instrument. The findings demonstrated that advertising plays a crucial role in marketing for product promotion and target audience persuasion, with creative advertising exhibiting a more persuasive impact compared to traditional advertising methods.

2. **Study: Semiology of Narrative Structure in Television Advertising for Zain Telecommunications' "God Will Not Forget Us" Advertisement Regarding the COVID-19 Pandemic** (Al-Azzawi & Al-Rawi, 2021)

This research analyzed Zain Telecommunications' 2020 advertisement "God Will Not Forget Us," addressing the primary question of "the semantic and implicit dimensions of narrative in television advertising." The study aimed to uncover the connotations carried by narrative elements in television advertisements. The researchers employed a semiotic approach to examine the text's thresholds in form and content. The study revealed that the narrative structure, including events, characters, setting, time, and music, symbolizes social reality. The narrative elements focused on parental emotions, feelings of love and fear, emphasizing family and community spirit.

3. **Study: Utilization of Appeals in Health Awareness Advertisements** (Khalifa & Al-Ameri, 2022)

This study investigated the appeals employed by the Iraqi Ministry of Health and Environment in its awareness advertisements, emphasizing their importance in determining the extent to which health advertisements rely on appeals and persuasive techniques. The researcher adopted a survey methodology and utilized content analysis. The study demonstrated a variety of appeals used by the ministry in its advertisements, with a primary reliance on rational appeals.

4. **Study: Advertising Appeals of Beauty Centers on Facebook and Their Persuasive Impact on Society: An Analytical and Field Study** (Al-Mousawi & Mustafa, 2023)

This research examined the key appeals employed by beauty centers on Facebook and their persuasive effect on society. The researchers used a descriptive analytical method and a comprehensive survey approach on the study sample. The findings revealed that women are the primary target of these advertisements, and emotional appeals are the most frequently employed among other types of appeals.

These studies collectively contribute to the understanding of emotional appeals and persuasive techniques in advertising across various sectors, providing a foundation for the current research on Zain Telecommunications' use of emotional appeals in their Ramadan and Eid al-Fitr advertisements.

VII. Conceptual Framework

1. **Advertisements:** Diverse aspects of activity that lead to the dissemination or broadcast of visual or auditory advertising messages to the public, with the aim of inducing the purchase of goods or services, or to elicit favorable acceptance of ideas, individuals, or advertised establishments. (Quraii, 2011, p. 16)

2. **Emotional Appeals:** Strategies targeting the influence of the recipient's sentiments and emotions, stimulating their psychological and social needs, and addressing their senses to achieve the communicator's objectives. (Makkawi & Al-Abd, 2007, p. 309)

3. **Zain Company:** Zain Group is a conglomerate of mobile telecommunications companies founded in 1983 as the first mobile telecommunications service provider in the Middle East and Africa region. The company boasts a subscriber base exceeding 45.2 million users.

Theoretical Framework:

I. The Concept of Appeals:

Appeals are considered psychological tools that influence individual thought and behavior, particularly given that human actions and conduct are largely governed by needs and desires (Al-Azzawi & Waheeb, 2016, p. 160). The term 'appeal' is a translation of the English word 'Appeals,' frequently employed by psychologists, advertising researchers, and practitioners alike to describe motivational and persuasive techniques utilized in advertising (Hassan, 2000, p. 67).

In ancient times, political orators exploited religious sentiment to influence their audience's behavior, linking political obedience to religious devotion and employing both rational and traditional arguments according to the target audience's culture and ideology (Al-Omari, 2002, p. 45). In the modern era, states have utilized appeals to indirectly influence individuals, engaging both intellect and emotion through the sender, stimulating motivations and needs among the public to elicit responses in accordance with the stimuli transmitted through persuasive messages (Al-Tai, 2007, p. 169).

An appeal is defined as "a persuasive technique employed according to the specificity of the communicative situation, characterized by diversity, flexibility, and addressing the mind, emotions, or both, with the aim of achieving specific attitudinal and behavioral outcomes" (Al-Azzawi & Waheeb, 2016, p. 160).

Appeals are classified into several categories (Farjani, 2018, p. 162):

1. Rational (Logical) Appeals
2. Emotional Appeals
3. Fear Appeals

This theoretical framework provides a foundation for understanding the psychological and communicative mechanisms underlying the use of appeals in advertising, particularly in the context of Zain Telecommunications' advertisements during culturally significant periods such as Ramadan and Eid al-Fitr. By examining these appeal categories, the study aims to

elucidate the strategic employment of persuasive techniques in corporate communications within the telecommunications sector.

II. The Concept of Emotional Appeals:

Emotional appeals are defined as those that 'aim to influence the recipient's sentiments and emotions, stimulate their psychological and social needs, and address their senses to achieve the communicator's objectives' (Makkawi & Al-Abd, 2007, p. 309). They are also described as attempts to evoke positive or negative emotions that can motivate recipient decisions (Grigaliunaite & Pilelienė, 2016, p. 393).

These appeals target audience persuasion through emotional influence, resonating with the collective psychological disposition. The persuader aims to stimulate the recipient's emotions or predispose them to accept ideas (Saleh, 2017, p. 117).

Emotional appeals rely on presenting sentimental claims within the advertising message. The increased interest in utilizing these appeals is attributed to several factors, including:

1.   Intensified competition among goods and services

2.   Trend towards product homogenization in characteristics

3.   Products or services reaching maturity in their lifecycle, making differentiation based on rational appeals challenging

Emotional appeals positively influence consumers and attract attention to the product or service, employing a range of techniques and approaches (Al-Adly, 2017, p. 394).

These appeals are frequently used to elicit emotional responses within the audience's psyche, attempting to stimulate feelings that motivate decision-making regarding the promoted item. Emotional appeals encompass:

Positive emotions:

- Love

- Mood

- Pride

- Pleasure

- Humor

Negative emotions:

- Guilt

- Fear

- Shame

- Threat

Researchers employ both positive and negative emotional appeals to stimulate affective experiences within the audience's consciousness. Moreover, emotional appeals are utilized to establish associative relationships with the promoted item (Sharaf, 2018, p. 597).

This conceptualization of emotional appeals provides a theoretical foundation for analyzing the persuasive strategies employed in Zain Telecommunications' advertisements during culturally significant periods. By examining the use of both positive and negative emotional appeals, this study aims to elucidate the complex interplay between affective marketing techniques and consumer decision-making in the telecommunications sector.

III. Advertising:

Advertising is a comprehensive communicative process aimed at persuasion and influence. It comprises several elements:

1. **The source:** The advertiser interested in disseminating the advertisement to serve specific purposes.

2. **The sender:** Either an organization's advertising department or a specialized advertising agency.

3. **The message:** The advertisement's content, scientifically and artistically designed to generate attraction and impact.

4. **The medium:** The channel conveying the message to the target audience, who are influenced and respond

accordingly (Al-Abadi, 2014, p. 128).

Creating an effective advertising message requires meticulous planning, clear objective setting, target audience analysis, and determination of the desired response, which can be utilized as advertising appeals (Kotler et al., 2014, p. 798).

Advertising functions as a directional and attention-drawing mechanism, primarily targeting human instincts, motivations, and emotions rather than intellect to achieve its persuasive goals. Behavior modification, such as product purchase decisions, idea adoption, or service utilization, is its primary objective (Al-Mayta, 2015, p. 256).

The concept of advertising is delineated by its operational domains, assuming a marketing condition through the buyer-seller duality or functioning to sway public opinion and influence decisions by persuading acceptance of goods or ideas. Additionally, the relationship between advertisement type and medium is crucial, as the medium dictates the advertisement's creative constraints, whether in print, posters, radio, television, or cinema (Al-Mashhadani, 2012, p. 46).

Advertisements may originate from institutions employing widespread advertising during specific periods and seasons to construct a positive public image (Taşkıran & Yılmaz, 2015, p. 198). Effective advertisements should incorporate a diverse and integrated set of messages to engage the target audience, utilizing humor, fear, or emotion as techniques to encourage behavioral change and promote positive conduct (Agency, 2004, p. 3).

In essence, advertising is the elucidation of an entity's features, characteristics, and benefits, coupled with public persuasion through the deployment of convincing and influential mechanisms (Misbah, 2006, p. 42).

This comprehensive conceptualization of advertising provides a theoretical framework for analyzing Zain Telecommunications' advertising strategies, particularly during culturally significant periods such as Ramadan and Eid al-Fitr. By examining the interplay of various advertising elements and persuasive techniques, this study aims to elucidate the complex dynamics of corporate communication in the telecommunications sector.

Empirical Framework:

Principal Themes

The analysis results reveal that the category of 'Welcoming Ramadan and Eid' is the most frequently occurring theme, with 15 occurrences, constituting 48.4% of the total. This prevalence can be attributed to the special significance these events hold for Muslims, celebrating the sanctity and spirit of the holy month and Eid al-Fitr after 30 days of fasting.

The 'Awareness of General Issues' category ranked second with 9 occurrences (29%). This theme has been adopted by Zain Company in recent years to raise awareness about general issues such as health quarantine, COVID-19 vaccination, and social problems like bullying and environmental conservation.

The third rank is shared by two categories: 'Emotional and Material Giving' and 'Helping Others', each with 7 occurrences (22.9%). These themes are exemplified in advertisements providing assistance to the elderly, children, and the poor, as seen in the 2015 advertisement addressing displacement and migration issues, and the 2022 advertisement which tackled various global political, regional, social, and environmental issues.

The 'Positive Attributes' category ranked fourth with 3 occurrences (9.7%), as demonstrated in the 2013 'Know Your Friends' advertisement and the 2022 Ramadan advertisement 'Written for Us, Written'.

Finally, 'Encouraging Good Habits and Discouraging Negative Ones' ranked fifth with 2 occurrences (6.5%), exemplified by the 2010 'Allah is Greater' advertisement and the 2017 'Worship Your Lord with Love, Not Fear' advertisement.

These findings are summarized in Table 1.

The main topics Table No. (1)

No.	Main Topic	Frequency	Percentage
1	Welcoming Ramadan and Eid	15	48.4%
2	Awareness of general issues	9	29%
3	Emotional and material giving	7	22.9%
4	Helping others	7	22.9%

No.	Main Topic	Frequency	Percentage
5	Positive qualities (like friendship and loyalty)	3	9.7%
6	Encouraging the adoption of habits	2	6.5%
7	Advocating the abandonment of negative habits	2	6.5%
	Total	45	

Emotional Appeals Category:

The analysis reveals that the 'Celebrities and Influential Figures' category ranked first with 34 occurrences (42.2%). Zain Company has consistently employed numerous celebrities in its advertisements, featuring solo appearances such as Turkish star Khalid Argench and Emirati Hussein Al Jasmi, or duets like Moroccan star Saad Lamjarred with child actress Harshaali Malhotra from 'Bajrangi Bhaijaan'. Group collaborations from across the Arab world were also prominent, as seen in the 2015 refugee camp advertisement. Child stars like Hala Al Turk and Retan (known as 'Strawberry') have also been featured.

The 'Children' category ranked second with 26 occurrences (32.2%), reflecting the high participation of children in advertisements, with some featuring exclusively child performers due to their widespread appeal.

'Joy and Merriment' appeals ranked third with 17 occurrences (21.1%), characterizing advertisements welcoming Ramadan and celebrating Eid, often in conjunction with child-centric themes.

The fourth rank is shared by 'Challenge and Confrontation' and 'Cooperation, Solidarity, Assistance, and Giving' categories, each with 7 occurrences (8.6%), embodying the spirit of cooperation and aid prevalent in Zain's Ramadan advertisements.

'Hope and Will', 'Sadness', and 'Presence of Elderly or People with Special Needs' categories ranked fifth, each with 6 occurrences (7.4%). Zain's advertisements often convey optimism and hope while emphasizing assistance to the elderly and people with special needs, aligning with Islamic principles.

The 'Prayer, Seeking God's Help, and Gratitude' category ranked sixth with 5 occurrences (6.2%), as seen in advertisements like 'Allah is Greater' and 'Mr. President'.

'Evoking a Beautiful Past' ranked seventh with 4 occurrences (5%), exemplified by the 2014 Ramadan advertisement set in a historical era and the revival of the popular 1980s program 'Open Sesame'.

'Verbal Appeal' (expressive words without music) ranked eighth with 3 occurrences (3.7%), featuring impactful monologues or children's voices.

'Real Footage of Actual Events' ranked ninth with 2 occurrences (2.5%), incorporating footage of real-world incidents to emphasize the advertisement's message.

Lastly, 'Symbolism' ranked tenth with 1 occurrence (1.2%), used in an advertisement promoting COVID-19 vaccination. These findings are summarized in Table 2.

This comprehensive analysis of emotional appeals in Zain's advertisements reveals a strategic utilization of various persuasive techniques, leveraging cultural resonance, celebrity influence, and emotional engagement to effectively communicate with their audience during significant cultural periods like Ramadan and Eid al-Fitr."

Emotional Appeals Category Table No. (2)

No.	Emotional Appeals	Frequency	Percentage
1	Celebrities and influential figures	34	42.2%
2	Appeals involving children	26	32.2%
3	Appeals of joy and fun	17	21.1%
4	Cooperation, solidarity, assistance, and giving	7	8.6%
5	Appeals of challenge and confrontation	7	8.6%
6	Appeals involving the elderly or people with special needs	6	7.4%

No.	Emotional Appeals	Frequency	Percentage
7	Appeals of hope and will	6	7.4%
8	Appeals of sadness	6	7.4%
9	Appeals of prayer, seeking God's help and gratitude	5	6.2%
10	Recalling beautiful past memories	4	5%
11	Verbal appeals (expressive words, impactful speech) without music	3	3.7%
12	Real clips of actual events	2	2.5%
13	Appeals using symbols	1	1.2%
Total	124		

Linguistic Techniques:

The analysis of linguistic techniques employed in the advertisements revealed the following results:

1. **Vocative and Emphasis Technique:** This category ranked first with 8 occurrences (1.8%). Examples include the 2015 Eid advertisement "O Eid" and the 2017 advertisement "O Developer".

2. **Imperative Technique:** Ranking second with 6 occurrences (1.3%), this technique manifested in imperative verbs such as "Worship your Lord", "Open Sesame", and "Open the doors".

3. **Interrogative Technique:** This category ranked third with 5 occurrences (1.2%). Examples include "Where is Eid?", "Why are you hiding?", and "Do you know why you're alone?".

4. **Negation Technique:** Ranking fourth with 4 occurrences (0.9%), this technique was exemplified in phrases such as "God will not forget us" and "Don't befriend those outside your religion".

These findings are summarized in Table 3.

Linguistic Techniques Table No. (3)

No.	Linguistic Techniques	Frequency	Percentage
1	Invocation and Emphasis	8	1.8%
2	Command	6	1.3%
3	Interrogation	5	1.2%
4	Negation	4	0.9%
Total	23		

Attractive Advertising Elements: Primary Category

The analysis of advertising elements revealed the following results:

1. **Primary Elements:** The categories of 'Title', 'Lighting', 'Actors', 'Color', 'Filming Locations', and 'Costumes' all ranked first, each with 31 occurrences (100%). This ubiquity is attributed to Zain Company's consistent employment of these fundamental advertising elements across all their productions.

2. **Accompanying Audio:** The categories of 'Accompanying Song', 'Background Music', and 'Language Used' ranked second, each with 30 occurrences (96.7%). The majority of the songs and accompanying music are characterized by fast, performative rhythms, particularly in Eid advertisements. However, there are also instances of advertisements with slower, more diverse rhythms, such as "A Gift for Ramadan 2011", "Idea 2012", and "Mr. President 2018".

3. **Visible Professions:** This category ranked third with 13 occurrences (41.9%). The professions depicted varied according to their relevance to the advertisement's content and will be detailed in subsequent categories.

4. **Sound Effects:** This category ranked fourth with 11 occurrences (35.5%). A more detailed analysis of these effects will be provided in the subcategories.

These findings are summarized in Table 4.

Advertisement Elements Main Category Table No. (4)

No.	Attractive Elements	Frequency	Percentage
1	Title	31	100%
2	Lighting	31	100%
3	Actors	31	100%
4	Filming Locations	31	100%
5	Color	31	100%
6	Costumes	31	100%
7	Accompanying Song	30	96.7%
8	Language Used	30	96.7%
9	Accompanying Music	30	96.7%
10	Professions Shown in the Advertisement	13	41.9%
11	Sound Effects	11	35.5%
Total	300		

Secondary Category for Titles:

Regarding the title category (as titles play a prominent role in attracting readers, stimulating interest, and motivating recipients to explore the content of the presented topic), the analysis revealed the following results:

1. **Direct Titles:** This category ranked first with 16 occurrences (51.6%). Examples include "We Will Sing," "Eid Has Come," and "Voice of Eid."

2. **Indirect Titles:** Ranking second with 6 occurrences (19.4%). Examples include "Psychological Tremors" and "O Developer."

3. **Provocative Titles:** This category ranked third with 5 occurrences (16.1%). Examples include "Idea," "Mr. President," and "For My Sake This Time."

4. **Imperative Titles:** Ranking fourth with 4 occurrences (12.9%). Examples include "Wake Up, O Crescent," "Open Sesame," and "Open the Doors."

These findings are summarized in Table 5.

Subtitle Secondary Category Table No. (5)

No.	Title Type	Frequency	Percentage	Rank
1	Direct	16	51.6%	1
2	Indirect	6	19.4%	2
3	Provocative	5	16.1%	3
4	Command	4	12.9%	4
Total	31			

Secondary Category for Accompanying Song:

The analysis of accompanying songs in Zain's advertisements revealed the following results:

1. **Multiple Categories:** This category ranked first with 13 occurrences (41.9%). Most of Zain's advertisements feature both adults and children, often beginning with a solo performance and transitioning to duets or group performances.

2. **Solo Songs:** Ranking second with 9 occurrences (29%). Examples include the 2012 "Idea" advertisement featuring Humood AlKhudher and the 2009 advertisement with nasheed artist Mishary Al-Afasy.

3. **Group Songs:** This category ranked third with 5 occurrences (16.1%). Notable examples include the 2015 Ramadan campaign featuring journalist Ola Al-Fares and ten Arab artists, and the 2017 Eid advertisement "Eid Has Come,

How Beautiful It Is."

4. **Duets:** Ranking fourth with 3 occurrences (9.7%). Examples include the 2016 Ramadan advertisement featuring Moroccan star Saad Lamjarred and Indian child actress Harshaali Malhotra, the 2019 advertisement with Egyptian artist Sherine and Lebanese artist Najwa Karam, and the 2022 Eid advertisement featuring Egyptian star Ahmed Saad and child performer Selena.

5. **No Song:** This category ranked last with 1 occurrence (3.4%), observed in the 2010 "Allah is Greater" advertisement.

These findings are summarized in Table 6.

Secondary Category of Accompanying Song Table No. (6)

No.	Accompanying Song Type	Frequency	Percentage
1	More than one category	13	41.9%
2	Solo	9	29%
3	Group	5	16.1%
4	Duet	3	9.7%
5	Without a song	1	3.4%
Total	31		

Secondary Category for Accompanying Music:

The analysis of accompanying music in Zain's advertisements revealed the following results:

1. **Musical Band:** This category ranked first with 24 occurrences (77.4%). The predominance of this category is attributed to the distinctive musical character of Zain's advertisements.

2. **Calm Music:** Ranking second with 5 occurrences (16.1%). This type of music is typically associated with advertisements featuring humanitarian and spiritual themes, as exemplified in the 2008 "Welcome to Zain" advertisement, the 2009 "Ramadan, Best of Months" campaign, and the 2018 "Mr. President" advertisement.

3. **Multiple Categories:** This category, along with the "No Music" category, ranked third with 1 occurrence each (3.4%). The multiple categories approach is characterized by transitions between calm music and full band arrangements within a single advertisement, as seen in the 2016 Eid advertisement "Peace Be Upon You."

4. **No Music:** Also ranking third with 1 occurrence (3.4%), this approach was observed in the 2008 "Welcome to Zain" advertisement.

These findings are summarized in Table 7.

Accompanying Music Category Table No. (7)

No.	Accompanying Music Type	Frequency	Percentage
1	Musical Band	24	77.4%
2	Calm	5	16.1%
3	More than one category	1	3.4%
4	Without music	1	3.4%
Total	31		

Secondary Category for Lighting:

The analysis of lighting techniques in Zain's advertisements revealed the following results:

1. **Multiple Lighting Categories:** This category ranked first with 13 occurrences (41.9%). The prevalence of this approach is attributed to the diversity of filming locations within a single advertisement, alternating between exterior environments and studio settings.

2. **Artificial Lighting:** Ranking second with 12 occurrences (38.7%). This technique is predominantly employed in studio-based productions, offering greater control over lighting conditions. Notable examples include the 2011 "Open Sesame" advertisement, the 2015 "O Eid" campaign, the 2012 "Happiest Eid" advertisement, and the 2017 "Eid Has Come" advertisement.

3. **Natural Lighting:** This category ranked third with 6 occurrences (19.6%). These advertisements rely on natural light sources such as sunlight and daylight. Examples include the 2012 "Idea" advertisement, "Thank You for the Most Beautiful Eid," the 2016 "Peace Be Upon You" campaign, and the 2019 Eid advertisement "O Developer."

These findings are summarized in Table 8.

Secondary Category of Lighting Table No. (8)

No.	Lighting Type	Frequency	Percentage
1	More than one category	13	41.9%
2	Artificial	12	38.7%
3	Natural	6	19.6%
Total	31		

Secondary Category for Actors:

The analysis of actor utilization in Zain's advertisements revealed the following results:

1. **Multiple Categories:** This category ranked first with 17 occurrences (54.8%). This prevalence is attributed to the large-scale production of advertisements, incorporating famous personalities alongside numerous performing actors, cartoon characters, and puppets. Notable examples include:

o The "Open Sesame" advertisement featuring puppet characters Numan, Abla, and Melsoon.

o The 2009 Eid advertisement "Wake Up, O Crescent," which combined live actors with animated characters.

o The 2023 Eid advertisement featuring a holographic representation of the late artist Abdel Halim Hafez.

o The 2017 Ramadan advertisement with artist Hussein Al Jasmi, which included real-life personalities such as:

▪ Haider Jabbar from Iraq, father of Hamza who perished in the Karrada bombings.

▪ Ibrahim Abdul Salam from Kuwait, a survivor of the Imam Al-Sadiq Mosque bombing.

▪ Dr. Suleiman Faqih, a survivor of hospital bombings in Jeddah.

▪ Nadia Al-Alami, a bride affected by the Amman bombings.

2. **Performing Actor:** This category ranked second with 14 occurrences (45.2%).

These findings are summarized in Table 9.

Secondary Category of Actors Table No. (9)

No.	Actor Type	Frequency	Percentage
1	Multiple categories	17	54.8%
2	Performers	14	45.2%
Total	31		

Secondary Category for Sound Effects:

The analysis of sound effects in Zain's advertisements revealed the following results:

1. **No Sound Effects:** This category ranked first with 21 occurrences (67.7%).

2. **Human Voices:** Ranking second with 5 occurrences (16.1%). Examples include:

o Market crowd noises in the 2008 Ramadan advertisement

o Vocal music in the 2009 Ramadan advertisement

o Ululations in the 2020 Eid advertisement

o Vocal percussion in the 2023 Eid advertisement, where the ensemble produced musical sounds using only their vocal cords and tongues

3. **Machine and Vehicle Sounds:** This category ranked third with 4 occurrences (12.9%). Examples include:

o Motorcycle sounds ("beep beep") in the 2019 Eid advertisement

o Fireworks in the 2017 Ramadan advertisement

o Glass breaking in the 2022 Ramadan advertisement

4. **Animal Sounds:** Ranking fourth with 1 occurrence (3.2%), specifically bird chirping in the 2023 Eid advertisement

These findings are summarized in Table 10.

Secondary Category of Sound Effects Table No. (10)

No,	Sound Effects Type	Frequency	Percentage
1	Without sound effects	21	67.7%
2	Human sounds	5	16.1%
3	Machine and vehicle sound	4	12.9%
4	Animal sounds	1	3.2%
Total	31		

Secondary Category for Colors:

The analysis of color utilization in Zain's advertisements revealed the following results:

1. **Bright Colors:** This category ranked first with 15 occurrences (48.4%). These colors are predominantly associated with Eid celebrations and joyous atmospheres, as observed in most Eid-themed advertisements.

2. **Multiple Color Categories:** Ranking second with 7 occurrences (22.6%). Notable examples include:

- The 2015 advertisement "Say O Lord, O Generous One"
- The Ramadan advertisement "We Will Sing Love" featuring Hussein Al Jasmi, which combines both somber and vibrant color palettes

3. **Somber Colors:** This category ranked third with 6 occurrences (19.4%). This color scheme characterized Zain's earlier annual advertisements, such as the "Children and the Giant" campaign and the 2008 Ramadan advertisement.

4. **Neutral Colors:** Ranking fourth with 3 occurrences (9.7%). Examples include advertisements like "Wake Up, O Crescent," "It is Said There is a City," and "Open Sesame."

These findings are summarized in Table 11.

Secondary Category of Colors Table No. (11)

No.	Color Type	Frequency	Percentage
1	Bright	15	48.4%
2	More than one category	7	22.6%
3	Gloomy	6	19.4%
4	Neutral	3	9.7%
Total	31		

Secondary Category for Filming Locations:

The analysis of filming locations in Zain's advertisements revealed the following results:

1. **Studio Setting:** This category ranked first with 12 occurrences (38.7%). The preference for studio filming is attributed to the greater control and convenience it offers over production elements.

2. **Multiple Location Types:** Ranking second with 11 occurrences (35.5%). This category encompasses

advertisements that utilize a diverse range of settings within a single production, including:

o Real-life event locations (e.g., sites of the Karrada bombings and the Amman wedding attack)

o Exterior environments

o Studio settings

3. **Exterior Locations:** This category ranked third with 8 occurrences (25.8%). These advertisements rely on outdoor settings for filming. Notable examples include:

o The 2009 Ramadan advertisement featuring Al-Afasy, filmed on a beach

o The 2016 advertisement set in forests, featuring artist Saad Lamjarred with Indian child actress Harshaali Malhotra

These findings are summarized in Table 12.

Secondary Category of Filming Locations Table No. (12)

Filming Location Type	Frequency	Percentage	
1	Inside studio	12	38.7%
2	More than one category (real events, indoor, outdoor)	11	35.5%
3	Outdoor	8	25.8%
Total	31		

Secondary Category for Costumes:

The analysis of costume utilization in Zain's advertisements revealed the following results:

1. **Everyday Attire:** This category ranked first with 15 occurrences (48.4%). Zain intentionally employed this strategy to ensure that the costumes were inconspicuous and relatable to the target audience across various demographics. This approach aims to prioritize the advertisement's central concept over costume design.

2. **Diverse Costume Categories:** Ranking second with 11 occurrences (35.8%). This category encompasses a range of costume types, including:

o Everyday traditional attire

o Celebratory outfits

o Professional uniforms (e.g., healthcare worker attire in 2020 and 2021 COVID-19 awareness campaigns)

o Occupation-specific clothing (e.g., tailor or hairdresser in Eid advertisements)

3. **Historical and Folkloric Costumes:** This category ranked third with 4 occurrences (12.9%). Notable examples include:

o The 2014 Ramadan advertisement featuring attire from previous centuries

o The 2018 Eid advertisement showcasing folkloric costumes representing various countries

4. **Celebratory Performance Attire:** Ranking fourth with 1 occurrence (3.2%), as exemplified in the 2017 Eid advertisement, which featured festive costumes and Eid dresses.

These findings are summarized in Table 13.

Secondary Category of Costumes Table No. (13)

No.	Costume Type	Frequency	Percentage
1	Everyday clothing	15	48.4%
2	Multiple categories	11	35.5%
3	Historical and folkloric	4	12.9%
4	Celebration attire	1	3.2%
Total	31		

Category of Public Professions:

The analysis of professions represented in Zain's advertisements revealed the following results:

1. **Freelance Professions:** Ranked first with 10 occurrences (23.3%). Examples include:

o Female hairdresser in the 2022 Eid advertisement

o Confectionery vendor in the 2008 advertisement

o Clothing merchant in the 2019 "Feed Me" advertisement

2. **Other Professions:** Ranked second with 5 occurrences (19.1%). This category includes roles such as journalist and president.

3. **Musicians:** Ranked third with 4 occurrences (12.9%). A notable example is the 2021 advertisement "Happiest Song in the World," which addressed economic recession during the COVID-19 pandemic, particularly focusing on the music industry and instrumentalists.

4. **Medical Professions** and **Security and Internal Forces:** Both ranked fourth, each with 3 occurrences (9.7% each). These professions were prominently featured in the COVID-19 related advertisements of 2020 and 2021, as well as the 2022 Ramadan advertisement.

5. **Students** and **Unspecified Professions:** Both ranked fifth, each with 2 occurrences (6.5% each).

6. **Teaching Profession:** Ranked last with 1 occurrence (3.2%).

Secondary Category of Audience Professions Table No. (14)

No.	Audience Profession Type	Frequency	Percentage
1	Freelance professions	10	32.3%
2	Other professions	5	16.1%
3	Musician	4	12.9%
4	Medical professions	3	9.7%
5	Security and internal forces	3	9.7%
6	Without professions	2	6.5%
7	Student	2	6.5%
8	Teacher	1	3.2%
Total		31	100%

Secondary Category for Language:

The analysis of language usage in Zain's advertisements revealed the following results:

1. **Modern Standard Arabic (MSA):** This category ranked first with 27 occurrences (87.1%). The predominance of MSA is attributed to Zain's strategic focus on Arabic-speaking target audiences across all their advertisements.

2. **Multiple Language Categories:** Ranking second with 4 occurrences (12.9%). Notable examples include:

o The advertisement featuring nasheed artist Mishary Al-Afasy performing in Arabic, French, and English

o The 2016 "Peace Be Upon You" advertisement, which incorporated Hindi singing

o The 2022 advertisement featuring a foreign journalist

3. **Combination of MSA and Dialectal Arabic:** This category appeared once in the 2022 Eid advertisement, where a child performer sang in both MSA and the Upper Egyptian dialect.

4. **Non-verbal:** Ranking third with 1 occurrence (3.2%), as exemplified in the Ramadan advertisement "Allah is Greater."

These findings are summarized in Table 15.

Secondary Category of Language Table No. (15)

No,	Language Type	Frequency	Percentage
1	Classical Arabic	26	87.1%
2	Multiple categories	4	12.9%
3	Without language	1	3.2%
Total		31	

"**Objective of the Appeal:**

The analysis of the objectives behind the appeals in Zain's advertisements revealed the following results:

1. **Entertainment Objective:** This category ranked first with 12 occurrences (38.7%). This predominance aligns with Zain's overarching strategy to disseminate joy and pleasure through the majority of their advertisements.

2. **Awareness and Advertising Objectives:** Both ranked second, each with 9 occurrences (29%).

- Awareness campaigns included topics such as:
- The importance of vaccination
- Promoting a culture of tolerance
- Environmental conservation
- Advertising objectives were evident in campaigns such as:
- "Know Your Friends"
- "Eid Has Come"
- "Tiraram Tiraram"

3. **Educational Objective:** Ranking third with 1 occurrence (3.2%), as exemplified in the "Allah is Greater" advertisement, which aimed to encourage people to seek divine assistance.

These findings are summarized in Table 16.

Secondary Category of Purpose of Appeals Table No. (16)

No.	Purpose of Appeals	Frequency	Percentage
1	Entertainment purpose	12	38.7%
2	Awareness purpose	9	29%
3	Advertising purpose	9	29%
4	Educational purpose	1	3.2%
Total	31		

Results:

1. Zain Telecommunications' advertisements were characterized by welcoming Ramadan and Eid, raising awareness about general issues, and focusing on emotional and material giving and assisting others.

2. Zain Telecommunications employed children and celebrities to appeal to and attract audience attention. They also utilized joy and merriment appeals to create a positive, happy atmosphere in the recipient's mind.

3. The company utilized linguistic techniques and numerous attractive advertising elements such as music, songs, colors, lighting, and costumes to produce comprehensive and impactful advertisements.

4. Zain Telecommunications aimed to entertain, raise awareness, and educate through their emotional appeals.

Conclusions:

1. Zain distinguished itself through attractive and distinctive advertisements, employing diverse techniques and numerous emotional appeals.

2. In recent years, Zain has evolved in terms of the topics addressed, taking a humanitarian approach by launching campaigns against violence, hunger, humanitarian disasters, and wars. These campaigns align with current events and

changes, addressing them in an awareness-raising, purposeful, and engaging manner.

3.   Zain highlighted the suffering of refugees and displaced persons, and the impact of conflicts and disputes in the region. The company frequently collaborated with United Nations agencies and organizations to achieve its social and humanitarian objectives.

4.   Zain has made a qualitative leap in terms of advertisement presentation, including improvements in direction, lighting, costumes, and other elements such as sound engineering, illumination, design, text, scenario, and dialogue.

This analysis reveals Zain's sophisticated approach to advertising, combining cultural sensitivity with social responsibility and innovative production techniques. The company's strategy appears to balance commercial objectives with broader societal engagement, positioning Zain as a socially conscious brand in the telecommunications sector.

5.   The evolution of Zain's advertising themes towards more humanitarian and globally relevant issues demonstrates the company's adaptability to changing societal concerns. This approach likely enhances brand reputation and emotional connection with audiences.

6.   The emphasis on high-quality production elements and diverse appeal strategies indicates a commitment to creating memorable and impactful advertisements. This multifaceted approach to advertising content and production likely contributes significantly to Zain's brand differentiation and audience engagement in a competitive market landscape.

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